FRY

A Corner of Somerdale

The House of Fry

PETER PAN, the Statue of Eternal Youth, stands just inside the main gateway to Somerdale's model Factory. It was placed there by the employees in 1928 to commemorate the 200th Birthday of the House of Fry. Theirs was a happy choice, for the statue is an appropriate symbol of the spirit which keeps this oldest chocolate and cocoa factory the youngest in the world, and makes the House of Fry eager to accept whatever is best in modern development.

This booklet is a small souvenir for those of you who have followed the making of cocoa and chocolate within our gates. It was written by one of our visitors whose impressions may coincide with yours. You may want to show it to your friends and give them some idea of the great skill necessary to produce even a single bar of chocolate. To those of you who have not visited Somerdale, we extend a hearty welcome to spend a day in our Factory, which stands among pleasant green meadows where the Avon flows placidly to the sea.

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To-day I walked some three miles, watching the making of Fry's Cocoa and Chocolate. It is a pleasant walk through airy rooms and corridors whose windows open on to green fields and wooded meadows. The windows (they have enough glass to make a band 6 ft. high and 28 miles long) let in sunshine and fresh country air so that the 4,000 people who are busy preparing Cocoa and Chocolate

Laboratory

Bonded Store with Automatic Stacker

for the world to enjoy know what it is to be happy in industry. I found that shining windows and spotless white overalls are only the visible side of purity at Fry's. The invisible side is carried on in the test tubes of the fully-equipped Laboratory by trained chemists. They carefully analyse ingredients and every type of wrapping material.

Chocolate Refining with Steel Rolls

The Cocoa beans arrive at the Bonded Warehouse in Somerdale from Africa, Grenada, Trinidad and other romantic-sounding places. The warehouse holds 150,000 sacks full of them. No wonder that they pile up into mounds so high that it takes an electric stacker to get them up there and bring them down. The beans are about the size of a thimble, so brown and modest in appearance that I couldn't

believe they contain such a wealth of rich food.

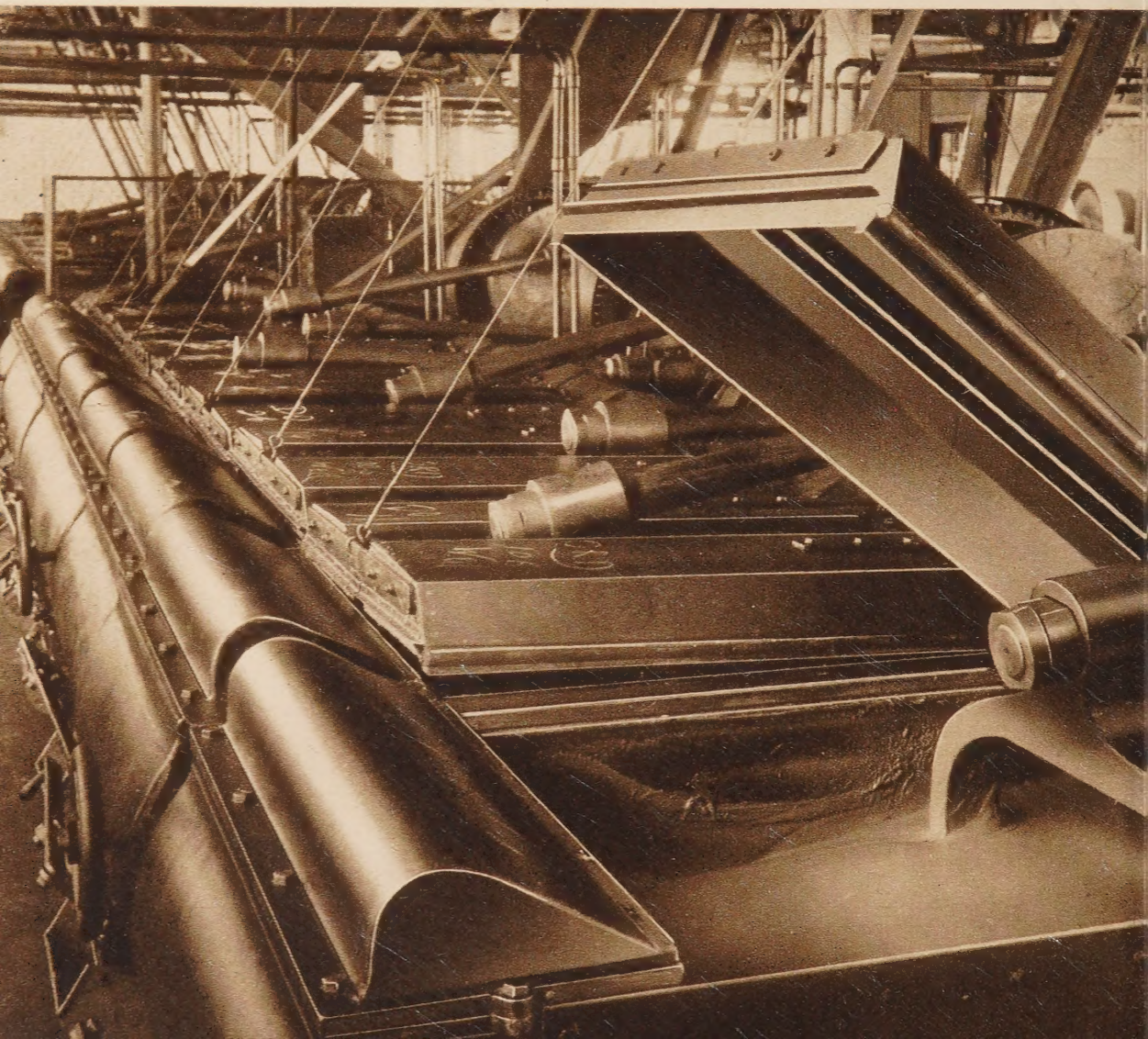
As the beans are needed they are taken from the Store and put into huge ovens. They are roasted in these ovens while expert "cooks" stand by to see that the temperature is just right to develop the subtle flavour of the bean. Roasting loosens their outer shell and when they are put in the Winnower the shells are blown off,

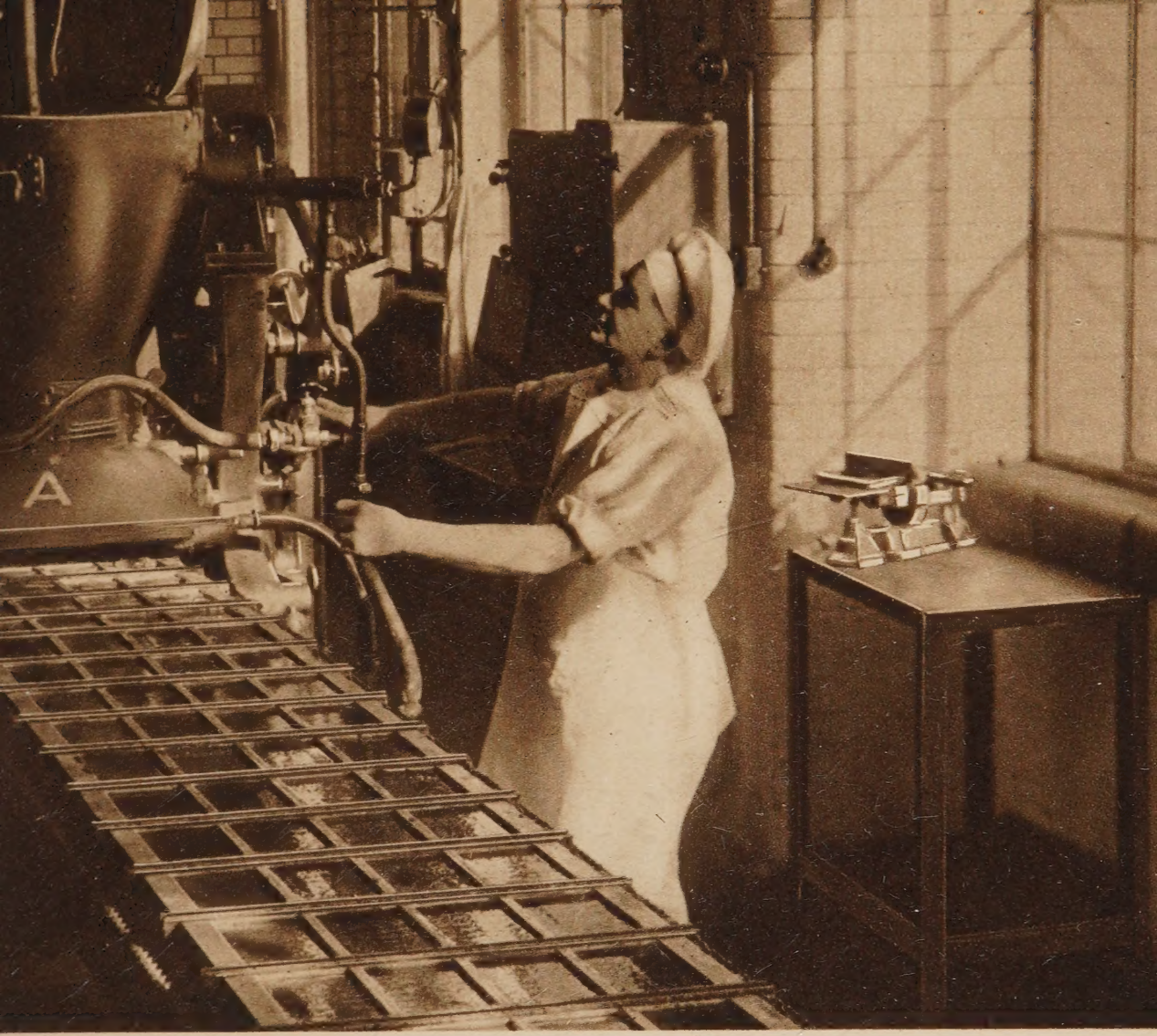
Melangeurs. Developing Flavour and Smoothness

leaving the kernel or "nib". Then the nib is ground and crushed by giant rollers until it becomes a brown liquid paste called "Mass." At this point the Mass which is to become Chocolate and the Mass which is to become Cocoa, part ways.

For **Chocolate** the Mass needs to be sweeter, richer ; so sugar is added, and flavouring and an extra dose of cocoa butter ; and

Conches. Developing Flavour and Smoothness





Depositing Chocolate into Moulds

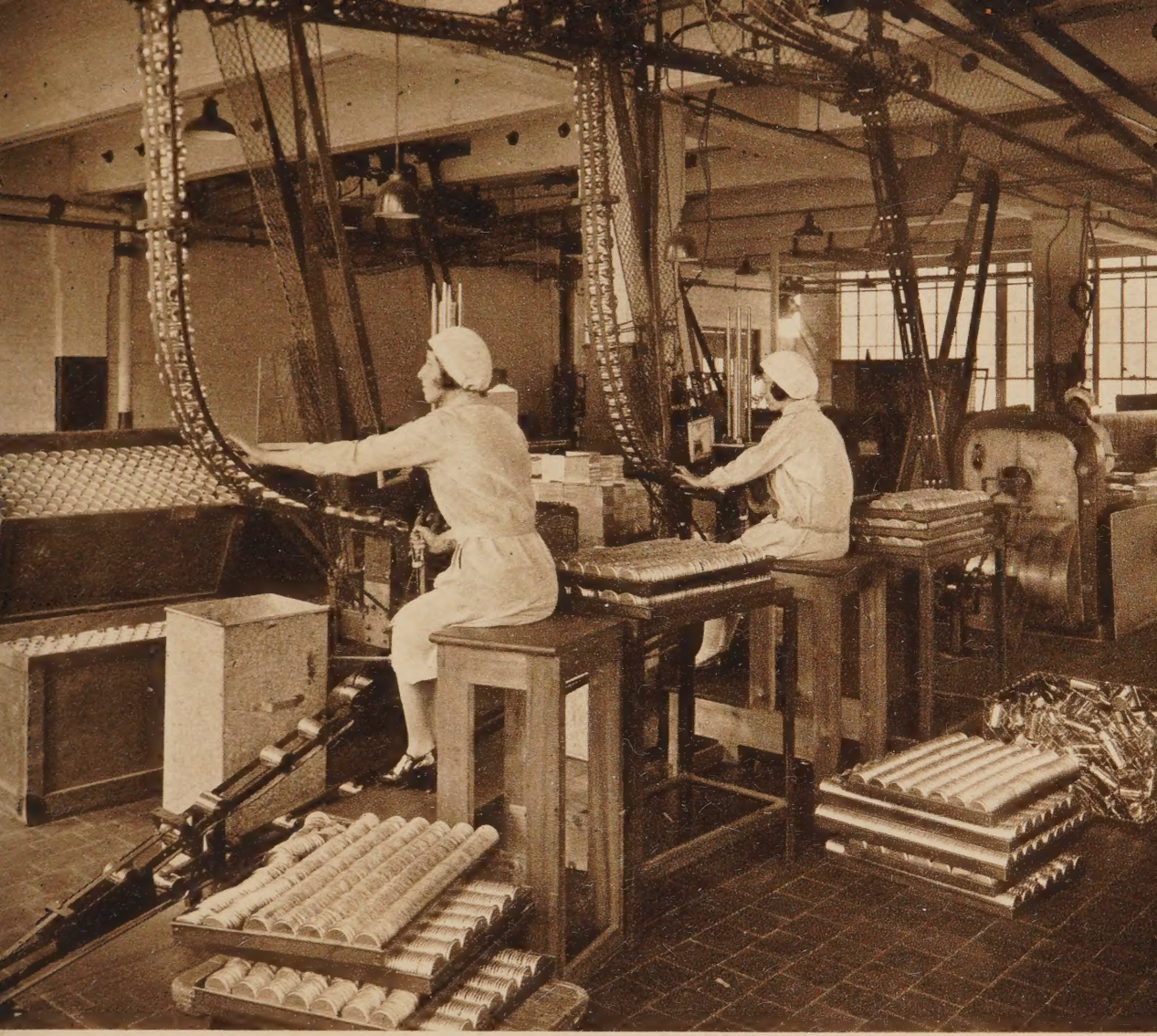
for Milk Chocolate, full cream milk from British Dairy Farms. Then it is taken through a series of refining and mixing machines. These machines stir the Chocolate, heat it, and press it into a rich smoothness. Before the Chocolate is moulded it must be of the correct temperature so it flows into tempering kettles and then down to the Moulding Department. Here I watched it poured by an

SOMERDALE

Somerdale

ingenious machine into the moulds. Not a drop too little . . . or a drop too much. The filled moulds travel along a "Rattling" table, that jerks them violently so as to spread the Chocolate evenly, and then into coolers where the Chocolate hardens. After leaving the moulds it is wrapped in tin foil, labelled and packed in boxes ready to be shipped. This department turns out Milk Chocolate in 2, 4,

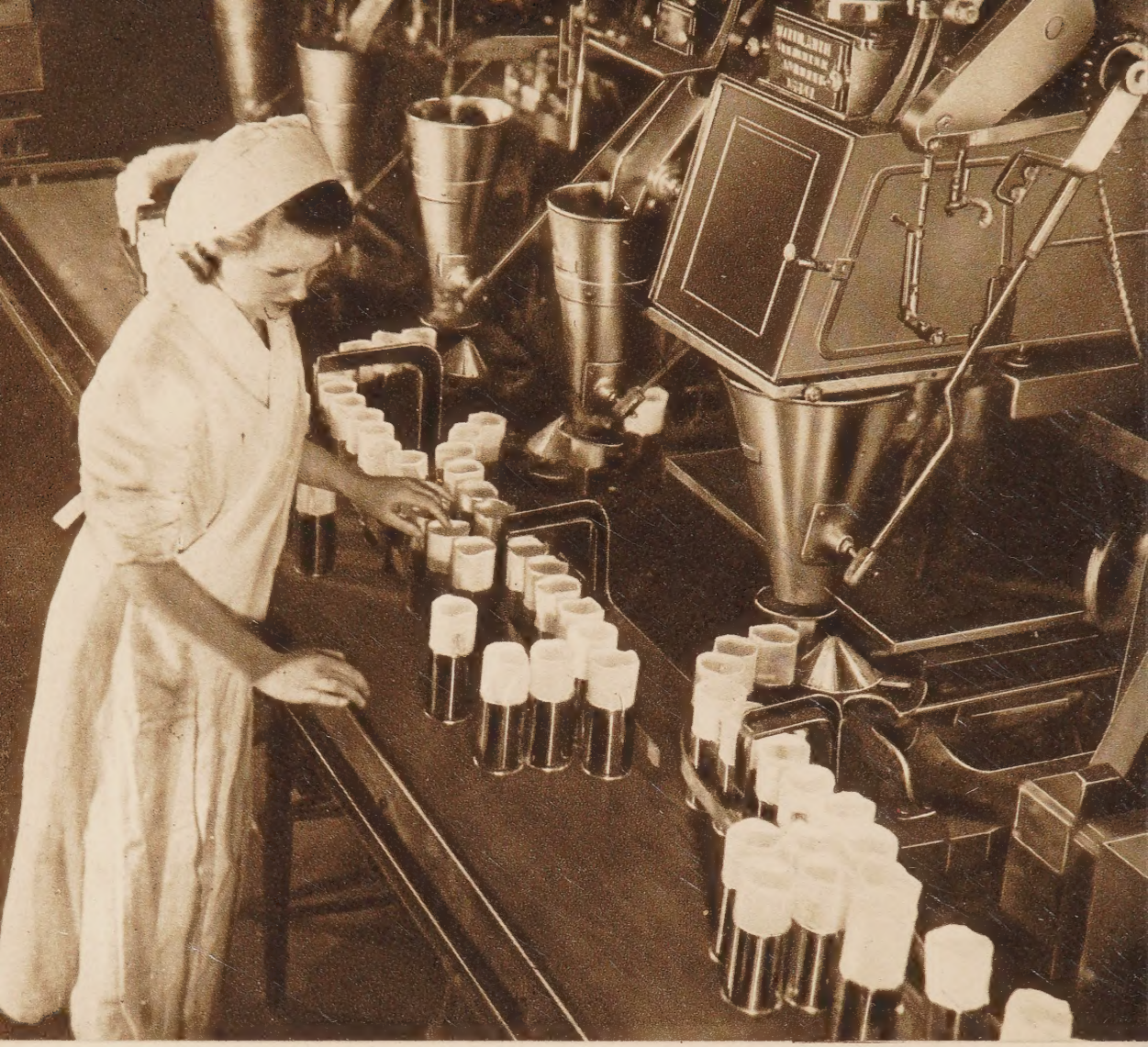
Chocolate Packing



Canister Making

6 and 8 oz. packets. In this Department they also make similar size blocks of Plain and Nut Chocolate.

From the tempering kettles some of the Chocolate goes to the Confectionery Department to be made into Chocolate cream tablets, or to cover a variety of soft and hard centres. Here I saw rows of cream tablets that are every bit as popular to-day as they



Cocoa Automatic Weighing Machines

were over 60 years ago, when Fry's first made them. Fry's Assorted Chocolates sell from 2/- to 5/- the lb.

Even the boxes that hold Fry's Chocolate are made at Somerdale. Plain ones, fancy ones, large and small, are made by the thousand every day. Some machines fasten on clips, others stick on gummed tape, and others cut cardboard into neat squares and circles. The

room seems to pulsate to the steady beat of the machines. The box factory takes up an acre of floor space and so does the box storeroom. When the boxes are piled up, they look like a small city of skyscrapers.

Cocoa is made more quickly than Chocolate. The Mass enters the Pressing Machine where a portion of the Cocoa Butter is pressed

(By courtesy of Sunday Pictorial)

Cocoa Packing

out of it. Now it is a dry cake of Cocoa, round and hard. This cake is pounded into fine powder by Disintegrating Machines and, after passing through sieves of the finest mesh, is blended. Ready to be packed, it flows down into an automatic weighing and filling machine. This machine is also fed by the tin-making machine on the floor above with the familiar round Cocoa tins. They come

Nut Sorting

Nut Roasting

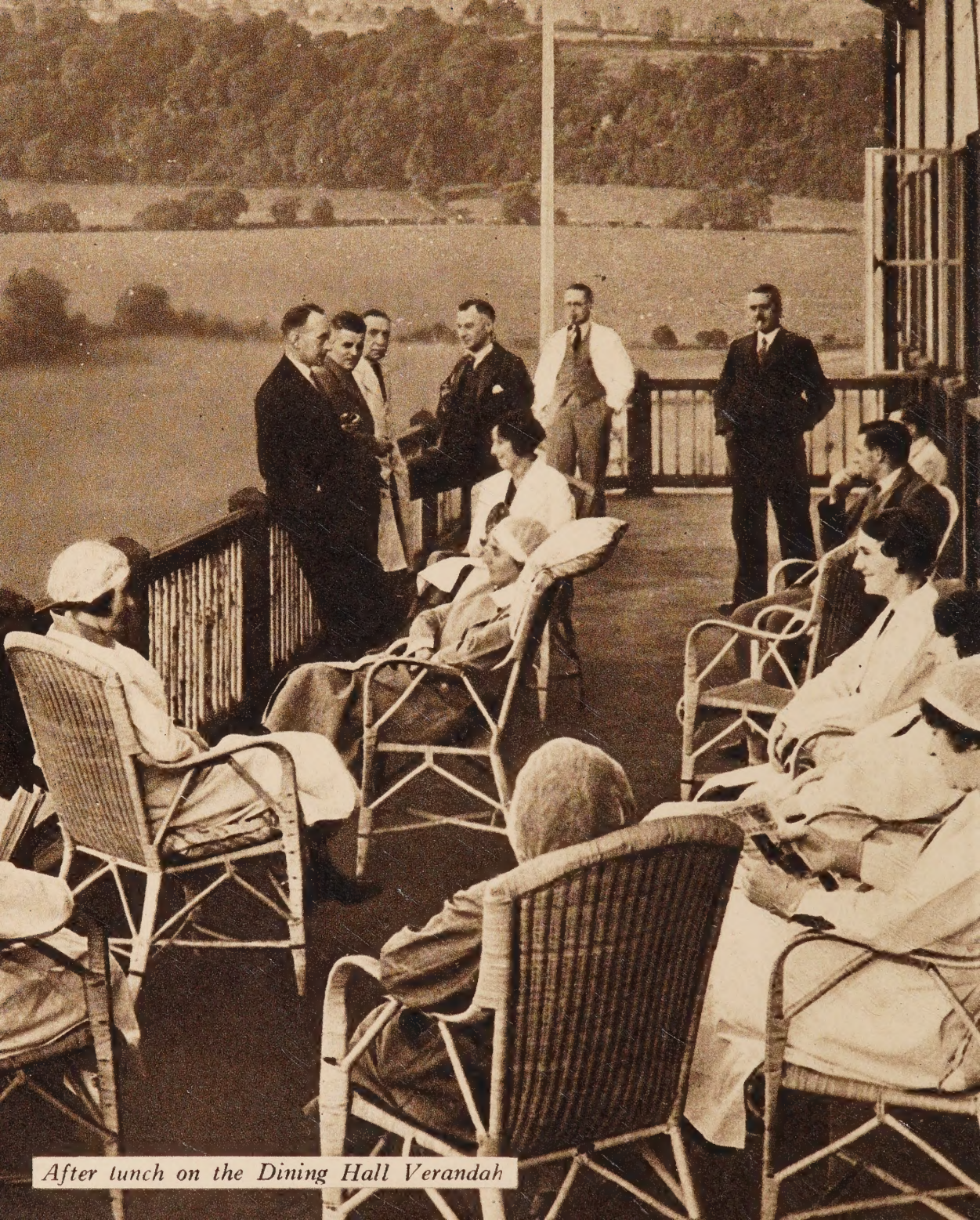
down in an endless, glittering procession. The tins are made, lined with paper, filled with Cocoa, sealed and labelled ; they are continually on the move, upstairs and downstairs they go at a rattling speed.

The last stage of all is the Packing floor and the Platform on the Railway Siding. I watched a train move off loaded with Cocoa and

Cardboard Box Making

Chocolate, ready to carry the good name of Fry to every part of the earth. Cocoa and Chocolate, made for the world's enjoyment, radiating like silver threads from a model setting, which is the oldest and yet the most modern Cocoa and Chocolate Factory in the world.

Loading Deck



After lunch on the Dining Hall Verandah